

Message Text

UNCLASSIFIED

PAGE 01 ATLANT 00042 01 OF 02 292131Z

72

ACTION ARA-20

INFO OCT-01 ISO-00 IO-14 CIAE-00 DODE-00 PM-07 H-03 INR-10

L-03 NSAE-00 NSC-07 PA-04 RSC-01 PRS-01 SP-03 SS-20

NSCE-00 SSO-00 INRE-00 CU-04 CCO-00 DRC-01 /099 W

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FM USDEL ATLANTA

TO SECSTATE WASHDC IMMEDIATE 0050

AMEMBASSY MEXICO CITY IMMEDIATE

USIA WASHDC IMMEDIATE

UNCLAS SECTION 1 OF 2 USDEL ATLANTA 0042

USDEL 28

E.O. 11652: N/A

TAGS: PFOR, OAS

SUBJECT: REPORT ON SIQUEIROS EXHIBIT AND
GUADALAJARA STUDENT GROUP IN ATLANTA

MEXICO CITY FOR AMBASSADOR

USIA WASHDC (IPS/PL)

SUMMARY: BOTH OPENING OF SIQUEIROS RETROSPECTIVE SHOW AND
APPEARANCES HERE BY COLORFUL GUADALAJARA STUDENT FOLKLORICO
GROUP WERE OUTSTANDING EVENTS IN THE LAVISH PANOPLY OF
ATLANTA'S WELCOME TO THE OAS. END SUMMARY

1. SIQUEIROS SHOW RECEIVED EXCELLENT ADVANCE PUBLICITY FROM
EARLY APRIL (APRIL ISSUE OF ATLANTA MAGAZINE) TO FORMAL
OPENING APRIL 22. IN ADDITION TO SIGNIFICANT MENTION IN
ATLANTA CONSTITUTION AND JOURNAL, SHOW RECEIVED FOLLOWING
NATIONAL AND LOCAL TV NOTICE: (A) SUBJECT OF INTERVIEW WITH
HIGH MUSEUM DIRECTOR GUDMUND VIGTEL ON WSB-TV'S "TODAY IN
GEORGIA" TUESDAY, APRIL 16; (B) 15-MINUTE SPECIAL COVERAGE
OF ATLANTA'S PREPARATIONS FOR THE OASGA CARRIED BY NBC
NETWORK'S "TODAY" ON FRIDAY, APRIL 19, INCLUDED IN
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PAGE 02 ATLANT 00042 01 OF 02 292131Z

FILM-CLIPS OF UNCRATING IN HIGH MUSEUM WITH DESCRIPTION OF

SIQUEIROS SHOW AS LARGEST EVER ASSEMBLED AND WITH ITEMS COMING FROM THE U.S. AS WELL AS FROM MEXICO; (C) NOTICE OF SHOW'S OPENING AND SIGNIFICANCE INCLUDED AS NEWS (WHICH IS MOST UNUSUAL) ON THREE LOCAL TV EVENING NEWS PROGRAMS SUNDAY, APRIL 21.

2. EXTENSIVE ADVANCE PRESS TREATMENT OF SEQUEIROS EXHIBITION SETTING STAGE FOR OPENING MONDAY, APRIL 22, APPEARED IN STORY BY HELEN SMITH (JOURNAL/CONSTITUTION, SUNDAY, APRIL 14) ON SCHEDULED EVENTS LAID ON FOR OAS DIGNITARIES (AIRMAILING NEWSCLIP). EXCERPTS OR RELEVANT TEXT READ: "WINE, EXOTIC FRUIT AND CHEESES WILL ADD ELEGANCE TO RECEPTION AT HIGH MUSEUM OF ART IN MEMORIAL ARTS CENTER. IN GALLERIA WILL BE HUNG THE LARGEST EXHIBITION OF DAVID SIQUEIROS, ALONG WITH RIVIERA, OROZCO AND TAMAYO, THE FOUR GIANTS OF MURUAL PAINTING IN MEXICO. MORE THAN 30 SIQUEIROS WORKS HAVE BEEN LOANED BY THE MUSEUM OF FINE ARTS OF MEXICO CITY, AND CLOSE TO 20 WORKS HAVE BEEN LOANED FROM COLLECTORS THROUGHOUT THE UNITED STATES PATRON MEMBERS OF THE MUSEUM AS WELL AS THE OAS DELEGATES HAVE BEEN INVITED TO THE SPECIAL RECEPTION..."

3. DISTINCTLY STYLISH OPENING RECEPTION APRIL 22 WAS ATTENDED BY CLOSE TO 1,500 GUESTS, INCLUDING DEPUTY SECRETARY RUSH, THE OAS AMBASSADORS AND FOREIGN MINISTERS, THE MAYOR OF ATLANTA, JOEL GOLDBERG AND OTHER MEMBERS OF THE ADELANTE ATLANTA COMMITTEE. (GOVERNOR CARTER WAS OUT OF TOWN.) IN BRIEF, ELOQUENT STATEMENT AT RECEPTION (AIRMAILING TEXT), FOREIGN MINISTER RABASA SAID "THE AUTHORITIES OF MEXICO AND THE U.S. HAVE JOINED FORCES TO PRESENT A GREAT CULTURAL EVENT PARALLELING THE ATLANTA MEETING OF THE GENERAL ASSEMBLY" AND FURTHER CHARACTERIZED "THIS MAGNIFICENT ART EXHIBIT" AS "TESTIMONY OF THE COMBINED EFFORTS OF TWO MEMBER STATES AND SYMBOL OF THE FIRST FRUITS AND REAL ACCOMPLISHMENTS OF THE NEW HEMISPHERIC DIALOGUE".

4. SIQUEIROS SHOW WAS BEAUTIFULLY HUNG ON THE TWO LONG, FACING WALLS OF GALLERIA, WITH PAINTINGS FROM OAS COUNTRIES IN HOMAGE TO PICASSO ON MEZZANINE ABOVE. MUSICAL PERFORMANCES AT RECEPTION BY DOMINICAN NATIONAL UNCLASSIFIED

UNCLASSIFIED

PAGE 03 ATLANT 00042 01 OF 02 292131Z

UNIVERSITY RONDALLA GROUP AND TRINIDAD STEEL BAND ADDED TO GALA ATMOSPHERE. HANDSOME CATALOG (AIRMAILING) WITH BLACK AND WHITE PHOTOS OF 18 OF THE SIQUEIROS PAINTINGS AND POSTER IN COLOR OF ONE (WOMEN OF CLIEPANCINGO) WERE PUT ON SALE AT RECEPTION. CATALOGS ARE REPORTED SELLING WELL WITH LARGE NUMBERS OF VISITORS TO SHOW SINCE OPENING. PARTICULARLY LARGE TURNOUT FOR EXHIBIT SUNDAY, APRIL 28TH.

5. FIRST ATLANTA PRESS REACTION TO SIQUEIROS SHOW
CONSISTED OF APRIL 23 CONSTITUTION PHOTO WITH CAPTION STORY
(AIRMILAINING NEWS CLIPPING). FOLLOWING TWO EXCELLENT ITEMS
APPEARED IN CONSTITUTION, APRIL 27 AND 28. STORY BY HELEN SMITH
IN APRIL 27 CONSTITUTION AMUSEMENT GUIDE HEADLINED "HIGH MUSEUM
OFFERS OAS-INSPIRED EXHIBITS" URGES READERS NOT TO MISS SIQUEIROS
SHOW, WHICH "IS STRONG, BOLD, POWERFUL AND QUITE OVER-
WHELMING IN ITS OVERALL EFFECT." STORY CONTINUES: "ALTHOUGH
SIQUEIROS, A UNION ORGANIZER AND A COMMUNIST PARTY LEADER,
WAS FREQUENTLY INCARCERATED OR EXILED DURING HIS LIFETIME,
THE HUMAN CONCERN WHICH SHINES THROUGH IN HIS MOST IMPORTANT
WORKS SPEAKS TO A UNIVERSAL NEED. DON EMILIO RABASA,
FOREIGN MINISTER OF MEXICO, COMMENTED WHEN HE SAW THE EXHIBIT:
'TO PAY TRIBUTE IN THIS WAY TO ONE OF THE GREATEST PAINTERS OF
AMERICA (THE WESTERN HEMISPHERE) IS TO ANNOUNCE THAT IF WE REACH
AGREEMENT ON THE CULTURAL LEVEL, IN ALL OTHER MATTERS -- AND
I DO NOT EXCLUDE ANY -- WE SHALL UNITE OUR FORCES TO ACHIEVE THE
LOFTY DESTINY TO WHICH THE PEOPLE OF THIS HEMISPHERE ARE
CALLED.' WHAT BEGAN ORIGINALLY AS A UNITED STATES TRIBUTE TO
A MEXICAN MASTER WAS EXPANDED BY THE PARTICIPATION OF THE
MEXICAN GOVERNMENT AND IS NOW A TRULY BI-NATIONAL EFFORT.
IT CERTAINLY IS WORTH YOUR TIME STOPPING IN TO SEE."

FOLLOWING IS TEXT OF APRIL 28 JOURNAL/CONSTITUTIONAL
EDITORIAL HEADED "HONORING SIQUEIROS";

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PAGE 01 ATLANT 00042 02 OF 02 292114Z

72

ACTION ARA-20

INFO OCT-01 ISO-00 IO-14 CIAE-00 DODE-00 PM-07 H-03 INR-10

L-03 NSAE-00 NSC-07 PA-04 RSC-01 PRS-01 SP-03 SS-20

NSCE-00 SSO-00 INRE-00 CU-04 CCO-00 DRC-01 /099 W

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O 292018Z APR 74 ZFF4

FM USDEL ATLANTA

TO SECSTATE WASHDC IMMEDIATE 0051

USIA WASHDC IMMEDIATE

AMEMBASSY MEXICO IMMEDIATE

UNCLAS SECTION 2 OF 2 USDEL ATLANTA 0042

MEXICO CITY FOR AMBASSADOR

USIA WASHDC FOR (IPS/PL)

USDEL 028.

E.O. 11652: N/A

TAGS: PFOR, OAS

SUBJECT: REPORT ON SIQUEIROS EXHIBIT AND GUADALAJARA STUDENT GROUP IN ATLANTA.

"OPENING OF THE EXHIBIT AT THE HIGH MUSEUM OF ART HONORING THE WORK OF THE LATE MEXICAN ARTIST, DAVID ALFARA SIQUEIROS, MARKED A MAJOR EVENT IN THE PRESENT VISIT OF THE ORGANIZATION OF AMERICAN STATES TO ATLANTA. ON HAND FOR PUBLIC VIEWING ARE A NUMBER OF WORKS BY THIS MAJOR ARTIST, PROVIDED AT CONSIDERABLE EXPENSE AND EFFORT BY THE MEXICAN GOVERNMENT UPON LEARNING OF LOCAL PLANS BY THE ADELANTE ATLANTA COMMITTEE TO FEATURE SIQUEIROS, WORK WHILE THE OAS IS IN ATLANTA. EMILIO RABASA OF MEXICO CAUGHT THE MEANING OF THE EVENT AT THE HIGH MUSEUM IN A BRIEF STATEMENT AT THE OPENING RECEPTION FOR THE SIQUIROS EXHIBIT AND HOMAGE TO PICASSO. 'THE HARMONY AND DESIRE FOR COLLABORATION AMONG THE

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PAGE 02 ATLANT 00042 02 OF 02 292114Z

AMERICAN NATIONS THE DEVELOPED AT THE CONFERENCE OF TLATELOLCO (WITH HENRY KISSINGER...HAVE TODAY REACHED A NEW AND VERY POSITIVE LEVEL ON A DIFFERENT SCALE OF VALUES.' RABASA SAID. IT IS GOOD AND, WE THINK, APPROPRIATE THAT THIS KIND OF NEW SPIRIT SHOULD EMERGE IN ATLANTA."

6. GUADALAJARA FOLKLORIC GROUP STAMPED EACH EVENT IN WHICH THEY PARTICIPATED WITH AN UNMISTAKABLE FESTIVE AIR, PRODUCED NOT JUST BY THEIR BEAUTIFUL AND COLORFUL COSTUMES, BUT ALSO BY THE SMILES, THE PERSONAL HANDSOMENESS AND THEIR APPEARANCE OF THOROUGHLY ENJOYING WHAT THEY WERE DOING.

7. THEY ARRIVED IN ATLANTA THE EVENING OF WEDNESDAY, APRIL 17 AND ON MONDAY THE 18TH PERFORMED AT NORTH SIDE AND NORTH FULTON HIGH SCHOOLS AND AT AGNES SCOTT COLLEGE. ON FRIDAY THE 19TH, THEY PERFORMED AT O'KEFE MIDDLE SCHOOL AT 9:00 A.A., AT PEACHTREE CENTER AT 11:00 A.M. AND AT NOON THEY WERE THE FEATURED GROUP AT THE REDEDICATION BY MAYOR JACKSON OF CENTRAL CITY PARK AS THE "PARK OF THE AMERICAS". A CROWD OF AT LEAST 1,000 GREATED THEIR PERFORMANCE IN THW PARK WITH ECSTATIC

APPLAUSE, AND AMAGNIFICENT PHOTO OF THEM DANCING ON THE SCENE APPEARED FRONT PAGE ABOVE THE FOLD IN THE APRIL 20 CONSTITUTION. (AIRMAILING NEWSCLIP)

8. FRIDAY AFTERNOON THE GROUP ACCEPTED AN INVITATION TO PLAY SOCCER WITH STUDENTS FROM ONE OF THE HIGH SCHOOLS WHERE THEY HAD PERFORMED EARLIER. FROM 11:00 TO 4:00 ON SATURDAY, APRIL 20, THE GUADALAJARA STUDENTS PERFORMED AT CUMBERLAND MALL SHOPPING CENTER. AT 6:30 ON SATURDAY THEY PERFORMED OUTSIDE AT SPELMAN COLLEGE, AND AN HOUR OR SO LATER THEY WERE BROUGHT INSIDE THE ATLANTA UNIVERSITY CENTER TO PERFORM FOR GUESTS AT THE HAITIAN ART SHOW AND RECEPTION, WITH SECRETARY AND MRS. KISSINGER IN ATTENDANCE. STILL LATER, WHEN THE SINGING OF THE DOMINICAN RONDALLA GROUP SET GUESTS SPNTANEOUSLY TO DANCING, MANY OF THE GUADALAJARA STUDENTS JOINED IN. WE ARE ENDEAVORING TO LOCATE PHOTOS OF THIS VERY COLORFUL AND HAPPY SCENE, AS WELL AS FLOSSIES OF NEWS PHOTOS MENTIONED ABOVE. HAVE ALSO REQUESTED UNCLASSIFIED

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PAGE 03 ATLANT 00042 02 OF 02 292114Z

FAST PROCESSING OF ALL USIA PHOTOS TAKEN IN ATLANTA FOR ON FORWARDING TO MEXICO.

9. GUADALAJARA STUDENTS HAD SUNDAY APRIL 21 FOR THEIR OWN ENJOYMENT OF ATLANTA. THEY WERE BUSSED TO STONE MOUNTAIN FOR A RECREATIONAL OUTING SUNDAY AFTERNOON AND LEFT ATLANTA THE MORNING OF MONDAY, APRIL 22.

10. THE WARM AND UNIVERSAL HOSPITALITY OF ATLANTANS AT ALL LEVELS FROM GOVERNOR TO TAXICAB AND BUS DRIVERS, STORE PERSONNEL, AND JUST PEOPLE ON THE STREETS-- HAS BEEN OVERWHELMING AND HAS BEEN COMMENTED UPON OVER AND OVER AGAIN. ANH PREVIOUS RESERVATIONS ABOUT MEETING HERE ON THE PART OF FOREIGN MINISTERS, OAS AMBASSADORS, OR SECRETARIAT COMPLETELY DISPELLED BY ATLANTA'S SUPERB AND CONTINUING WELCOME. MAILLIARD

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Message Attributes

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Draft Date: 29 APR 1974
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